Adur and Worthing Climate Change Survey Results

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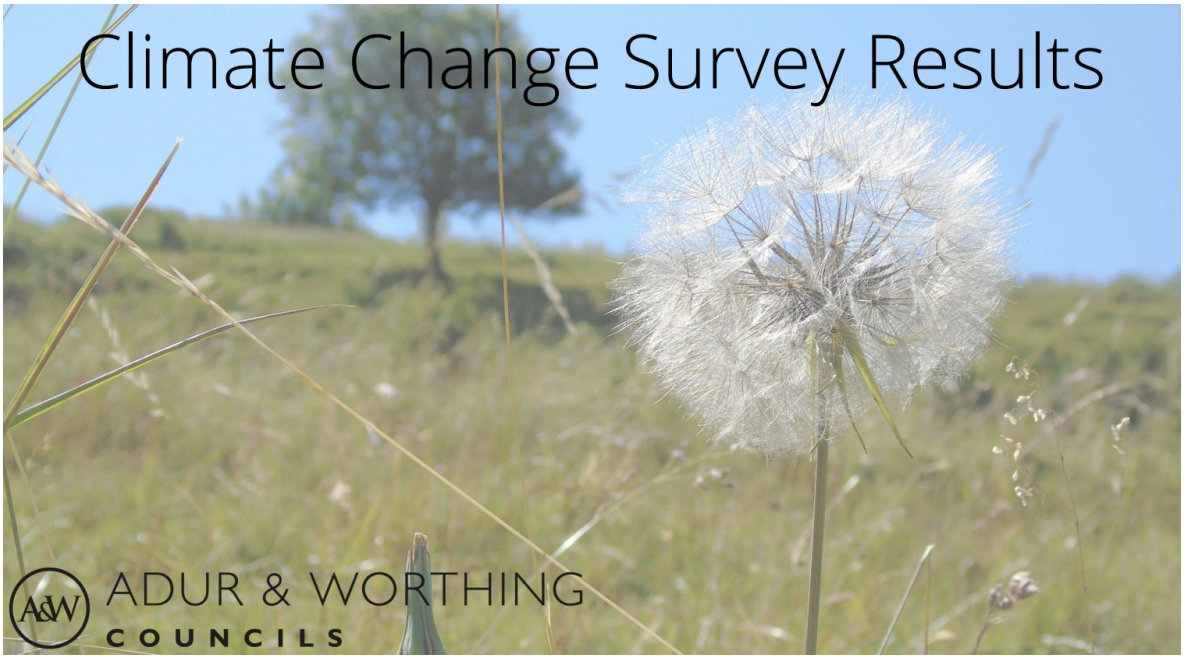


Introduction

As part of our efforts to address the Climate Emergency, Adur & Worthing Councils have commissioned a Climate Assembly to address the following questions:

“How can we in Adur and Worthing collectively tackle climate change and support our places to thrive? What does this mean for the way we live and for our local environment?”

The Climate Assembly is made up of 45 residents of Adur and Worthing who were randomly selected to take part and demographically represent the residents of Adur and Worthing in terms of age, gender, occupation, ethnicity and attitude to climate change. From September to December 2020, these residents have met online to listen to evidence, deliberate and make recommendations that will go to Adur & Worthing Councils in Spring 2021.

To inform the Assembly members with the views of the wider community, a survey was created and residents invited to complete it. This report outlines the findings of this survey.

Demographics

Who did we send the survey to and where did we publicise it?

The survey was publicised on Adur & Worthing Councils' website and via its social media channels and was sent to several local Facebook groups and pages, for example the Worthing Journal and the Shoreham-by-Sea residents group. It was also sent to a wide range of community groups and businesses and promoted within the Councils sustainability blog. A press release was sent to the local media. A social media toolkit was created for Councillors to use to publicise the survey via their own social media channels.

Who completed the survey?

The survey was started by 829 people but not all of these went on to complete every question. All questions were optional and could be skipped if a person did not wish to answer them and some people just answered the first couple of questions but did not complete the rest of the survey.

Ages

In the survey respondents were asked their age within certain age bands. Of the 829 people who started the survey 250 people (30%) either skipped this question or preferred not to give an answer. Of those that answered the percentages per age range are shown in the table below as well as the demographic data for Adur and Worthing.

Age range	Percentage of responses	Percentage per age range 2011 Census	
		Adur	Worthing
0 - 10	0%	11%	11%
11 - 16	33%	8%	8%
17 - 29	3%	13%	14%
30 - 44	19%	19%	20%
45 - 64	28%	27%	26%
65+	17%	22%	21%

Due to the high number of 11-16 respondents and the low number of 17-29 respondents, the results for the remainder of the survey will be split into three categories

- Those aged 29 and under
- Respondents aged 30-64
- Those aged 65 and over

Gender

Of the 829 people who started the survey 31% (258) opted not to complete this question or preferred not to give their gender.

Gender	Overall	29 & under	30-64	65+	2011 census
Male	43%	63%	33%	31%	48%
Female	52%	31%	66%	66%	52%
Non-binary	1%	2%	1%	0%	-

Ethnicity

Of the 829 people who started the survey 32% (266) chose not to complete this question or preferred not to give their ethnicity.

Ethnicity	Overall	29 & under	30-64	65+	2011 census
White	93.6%	87%	97%	98%	94%
Mixed / multiple ethnic groups	2.8%	5%	1%	2%	2%
Asian/ Asian British	2.7%	6.5%	1%	0%	3%
Black / African / Caribbean / Black British	0.4%	1%	0%	0%	1%
Other ethnic group	0.5%	0.5%	1%	0%	0%

What is your link to Adur and Worthing?

Of the 829 who completed at least some of this survey 243 (29%) chose not to complete this question or preferred no to say what their link to Adur and Worthing was.

What is your link to Adur and Worthing	Overall	29 & under	30-64	65+
Live in Adur	36%	4%	51%	65%
Live in Worthing	57%	87%	44%	31%
Live out of area but work in Adur	0.5%	0%	1%	0%

Live out of area but work in Worthing	2%	3%	2%	1%
Live out of the area but have some link i.e. visit regularly	1.5%	1%	2%	2%
Prefer not to say	3%	5%	0%	1%

What is your occupation?

When asked what is your occupation 276 of respondents (33%) chose not to say what their occupation was. From those who did reply, the occupation of participants was as follows:

Not in the labour force	34%
Professional occupation and technicians	32%
Retired	17%
Service occupations	9%
Skilled trades	2%

Survey Questions

What is important to you?

In this first question respondents were given five statements and asked to put them in order with the most important being number 1. Of the 829 people who responded to the survey, only seven people didn't respond to this question.

The statements were:

- I believe that small individual changes can make a difference
- I believe we can act locally on national and global issues
- I believe that complicated problems need the government to take a lead
- I believe that complicated problems need the council to take a lead
- I believe that communities can make a difference when they work together

The below image shows what was important to the majority of individuals.

1
I believe that communities can make a difference when they work together
2
I believe we can act locally on national and global issues
3
I believe that complicated problems need the government to take a lead
4
I believe that small individual changes can make a difference
5
I believe that complicated problems need the Council to take a lead

Although both those under 30 and those over 65 agreed that the most important statement was **"I believe that communities can make a difference when they work together"** those aged 30 to 64 felt the most important statement was **"I believe that complicated problems need the government to take the lead".**

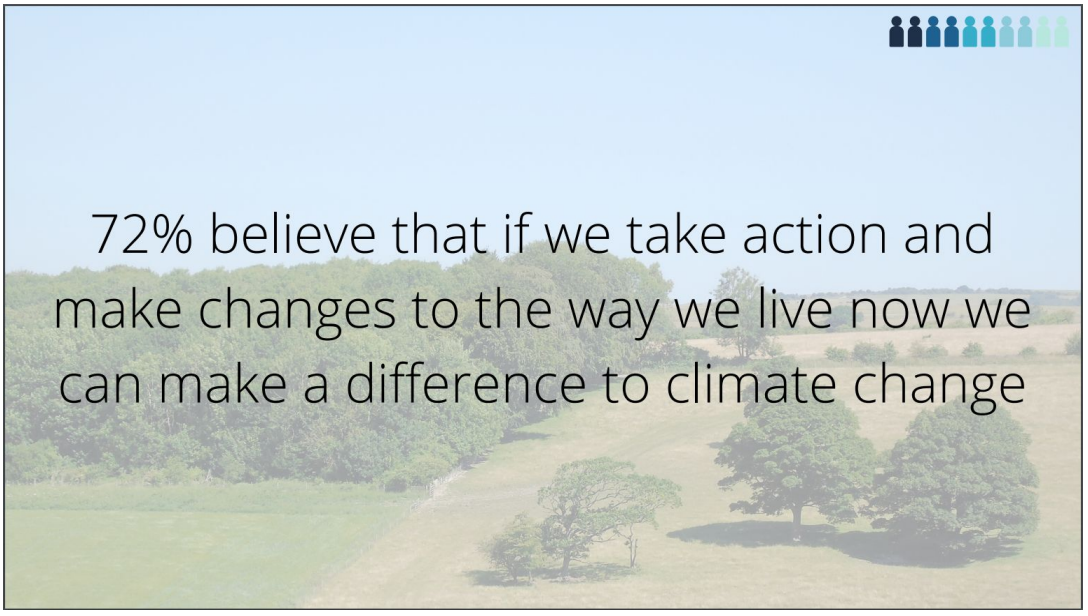
All age groups agreed that the least important statement was **"I believe that complicated problems need the Council to take a lead".**

How do you feel about climate change?

In this question respondents were asked to choose a phrase that best describes their feelings about climate change from the following:

1. I believe that if I take action and make changes to the way I live now it can make a difference to climate change
2. I believe that if we take action and make changes to the way we live now we can make a difference to climate change
3. I believe I have time to explore new solutions to climate change before I have to change the way I live
4. I don't believe I need to change the way I live to make a difference to climate change
5. I don't believe that climate change is real so no action is needed

812 people (98% of respondents) replied to this question by choosing at least one phrase from the list above. The most popular phrase, with 72% choosing it as top response, is as shown below:



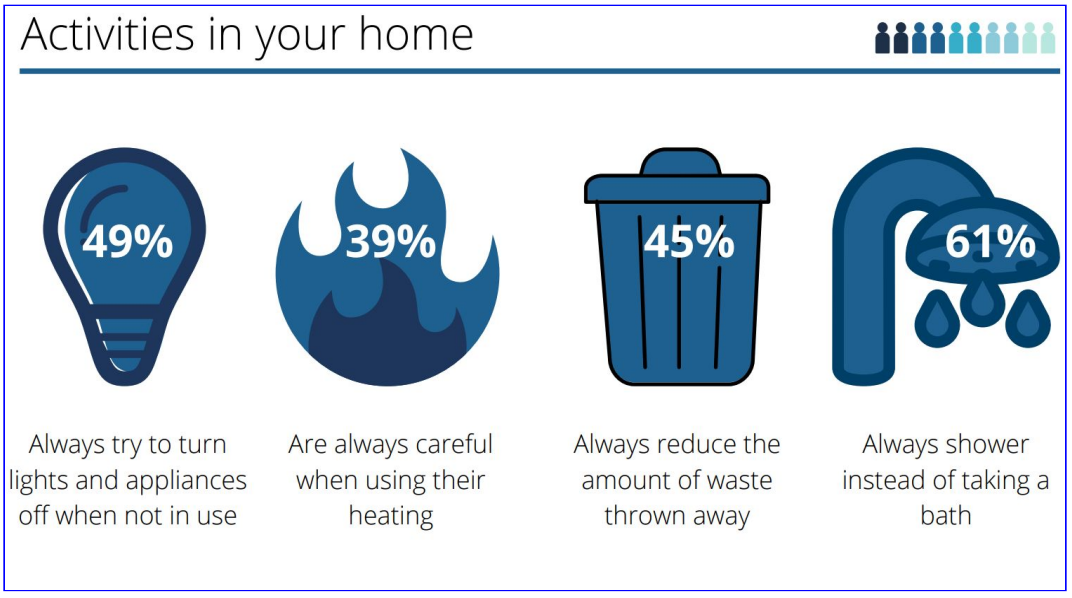
- All age groups agreed overwhelmingly with this statement (68% under 30, 82% 30-64 and 79% 65+).
- 17% of under 30's, 13% of 30-64 and 11% of 65+ chose option 1 and felt that they as an individual needed to take action
- 2% of respondents aged 64 and under felt that they climate change wasn't real. This rose to 4% of those 65 and over
- 8% of under 30s and 4% of those 65 and over believe they have time to explore new solutions. This dropped to just 1.5% of respondents aged 30-64, this age group that felt that there was most urgency about climate change

Tackling climate change in the home

In this question respondents were asked to indicate how often they engaged with different activities that impact on the environment in the home (it didn't matter why they did these things). They were asked to choose "I never do this" "I sometimes do this" "I often do this" and "I always do this" for the following statements:

- I am careful about using my heating
- I try to turn lights and appliances off when not in use
- I shower instead of taking a bath
- I reduce the amount of food I throw away
- I reduce the waste I throw away
- I reuse and repair things

Of the 829 people who answered at least one of the questions 90% (746) answered this question


Activities in your home
49%
39%
45%
61%
Always try to turn lights and appliances off when not in use
Are always careful when using their heating
Always reduce the amount of waste thrown away
Always shower instead of taking a bath

When looking at the responses of the under 30s we need to keep in mind that 33% of the total responses for the survey are from children under the age of 16 and this equates to 92% of the under 30 age group. We can assume that these respondents are currently all living with parents or guardians and do not own their own homes and this may have an influence on the answers that they gave.

Across all the household questions, the answers indicate that the older we get the more careful we are about using heating, turning off the lights and appliances, reducing food waste and the general waste we throw away as well as being more likely to reuse or repair items. There may be social and financial factors such as upbringing that have a bearing on this and not just a response to climate change.

You can see the full breakdown of responses for the different age groups in Appendix 1.

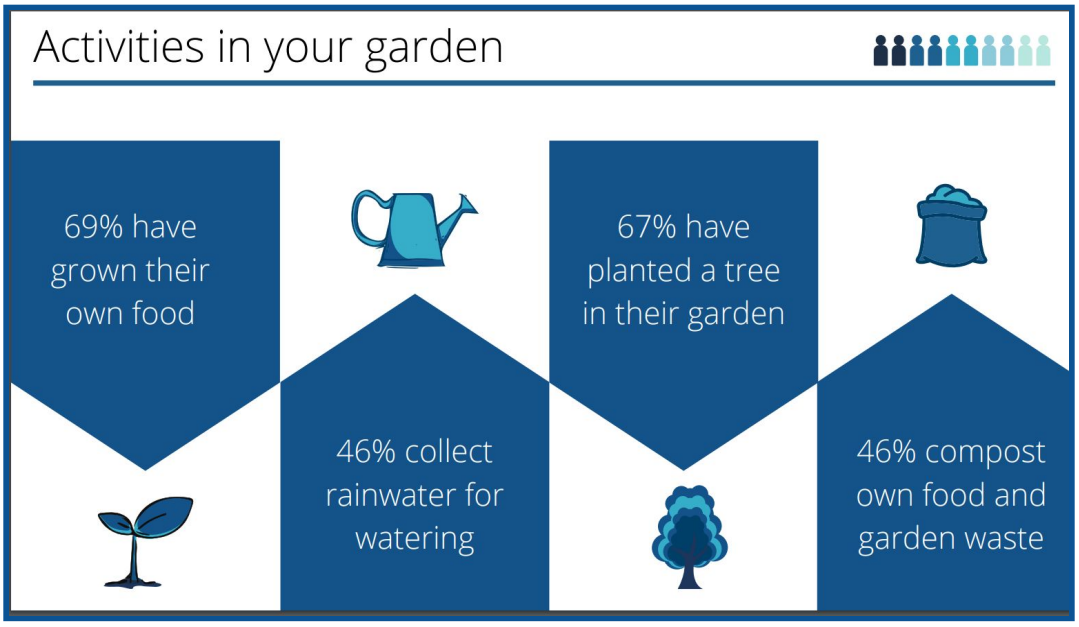
Climate change in the garden

Respondents were asked to indicate how often they engaged in the following activities in their garden (it didn't matter why they did these things)

- I grow my own food
- I collect rainwater for watering and other uses
- I have planted a tree/trees in my garden
- I compost my own food and garden waste

They were asked to choose between "I never do this", "I sometimes do this" " I often do this" and " I always do this"

As with the previous question many of these things may not be relevant to those under 16 and may be more of a challenge or not relevant to those who do not have a garden or access to an outdoor space of their own.


Activities in your garden
69% have grown their own food
46% collect rainwater for watering
67% have planted a tree in their garden
46% compost own food and garden waste

You can see the full breakdown of responses in Appendix 1.

Climate change and shopping habits

In the next question respondents were asked how often they engaged in a range of activities when they shopped - again it didn't matter why they took these actions.

They were given the options of "I never do this", "I sometimes do this"," I often do this" and "I always do this".

Activities when you shop
64% shop locally
34% buy organic food
42% buy second hand items
57% avoid single use plastics
54% buy less than in the past
26% buy less meat and dairy products
74% take unwanted items to charity shops
44% buy food that has been locally produced

Those aged 29 and under were more likely to choose that they “sometimes” do things rather than any of the other options whilst those in the other age groups were more likely to choose “I often do this”. However as the majority of those aged 29 and under were still in education and also the most likely to be still living at home so many of the questions may not have been relevant to them.

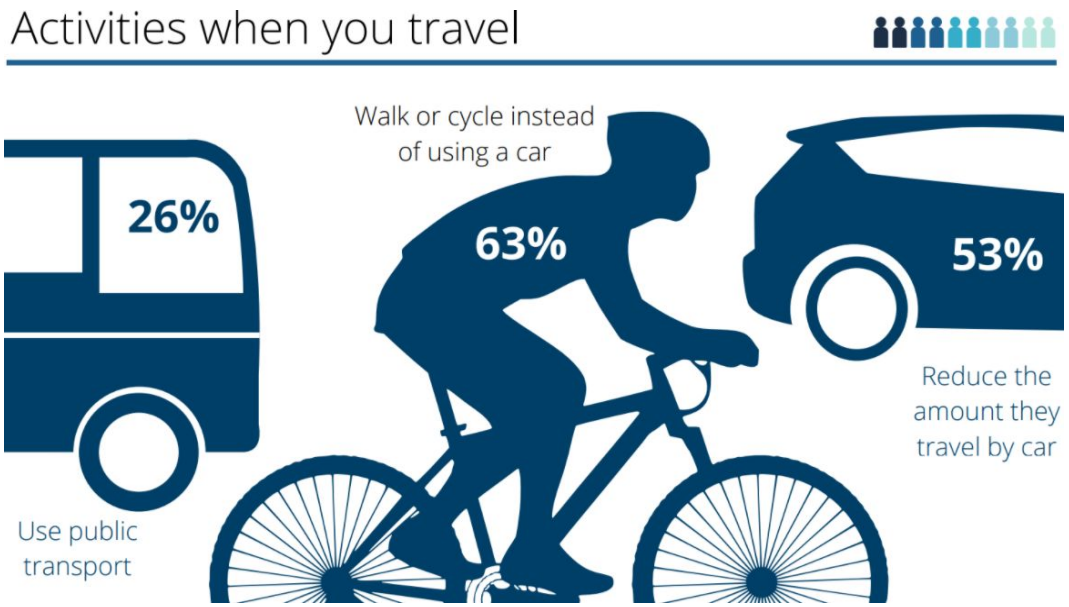
More than half of those aged 29 and under often or always liked to shop locally and took their unwanted items to a charity shop.

Although taking things to a charity shop was high in all age ranges there was not a corresponding willingness to buy pre-loved/used/second hand clothes and other items with less than a fifth of people overall always doing this.

You can see the full breakdown of responses in Appendix 1.

Climate change and travel

In this question the respondents were asked to choose from the list how often they engage in these activities. The options were “I never do this”, “I sometimes do this”, “I often do this”, “I always do this” and “not applicable”.

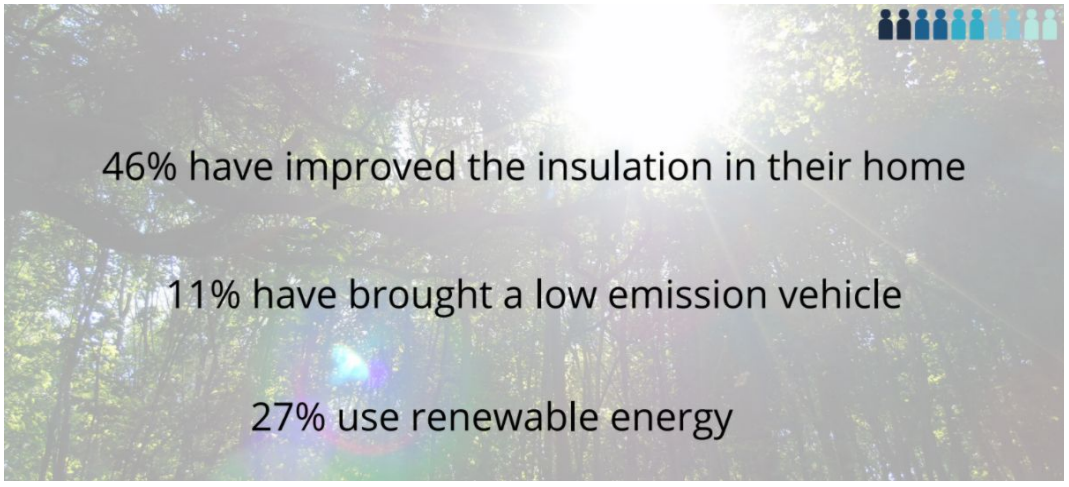


Those aged 29 and under are the least likely to use public transport with 79% either never or only sometimes using public transport. The high proportion of those aged 65+ using public transport may be due to incentives such as the bus pass.

Just over half of all respondents have reduced their car usage with 63% saying that they now walk or cycle instead of using a car.

You can see the full breakdown of responses in Appendix 1.

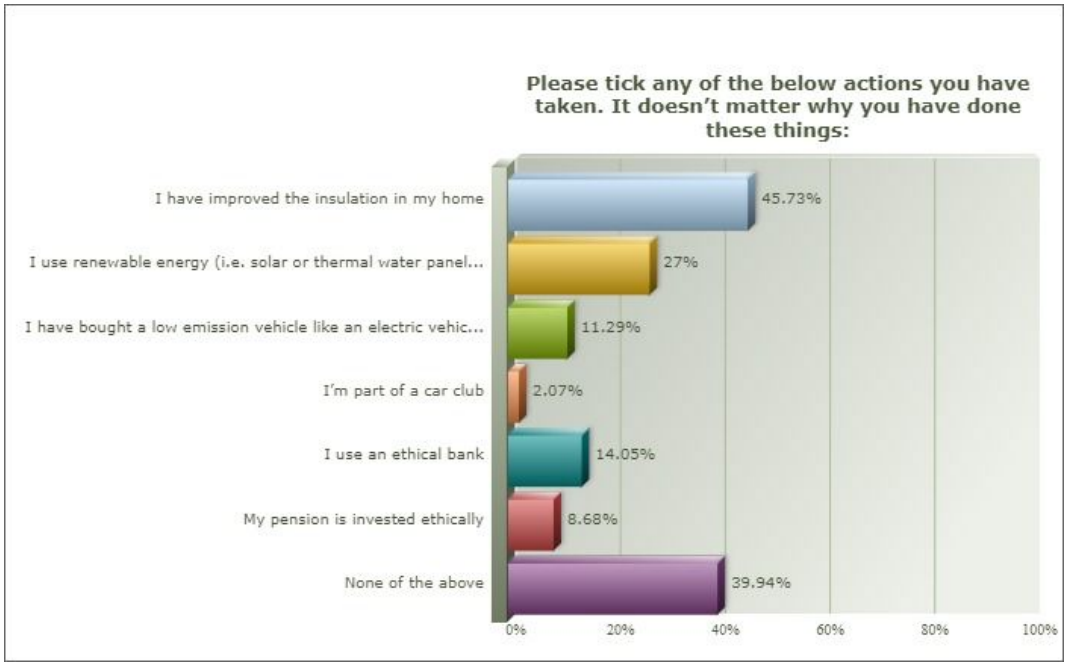
Lifestyle choices and climate change



In the next question respondents were asked to tick any actions that they had taken from a list of options.

Many of these options were not applicable to those in the age group aged 29 and under due to the high number of students and those under the age of 16 and 68% said that they have not done any of the things in the list.

Those in the age range 30-64 were the most likely to have brought a low emission vehicle such as an electric or hybrid vehicle and to have invested their pension ethically whilst those aged 65+ were the most likely to have improved the insulation in their homes, to use renewable energy, to be part of a car club and to use an ethical bank.



The main reasons given for not doing these things was expense, the lack of availability of services and not being sure what to do.

What is the most urgent issue?

The next question asked respondents to put a list of statements into order of importance. This was the order that most respondents felt was the most important.

Of the 829 people who answered at least one of the questions 82% (682) answered this question

The table below shows that the item of most importance to the majority was reducing the use of plastics, followed by making improvements to biodiversity and making active travel choices.

All age groups agreed that reducing the use of plastics and unnecessary packaging was the most important thing and that the statement that came last was that we should not be doing any of these things. Whilst those aged 30 and over felt biodiversity came second and

cycling more was third whilst those aged 29 and under felt that the second most important was that we should be walking and cycling more with increasing biodiversity in our local area third.

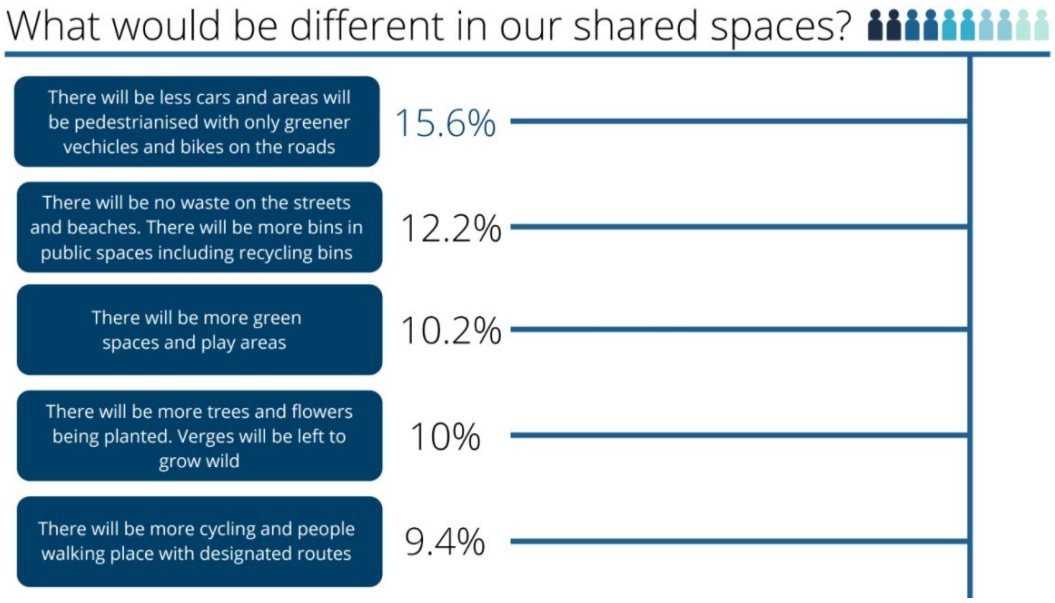
We should be reducing use of plastics and unnecessary packaging	**1**
We should be working to increase the biodiversity of our local area with ideas like rewilding	**2**
We should be walking and cycling more	**3**
We should be increasing the amount of things we recycle	**4**
We should be buying less, and repairing and reusing more	**5**
We should be encouraging local businesses to go green	**6**
We should be doing more to protect our oceans with ideas like 'Help our Kelp' (https://sussexwildlifetrust.org.uk/helpourkelp)	**7**
We should be reducing the amount of energy we use	**8**
We should be making sure more food is grown and distributed locally	**9**
We should not be doing any of these things	**10**

Free text questions

At the end of the survey, respondents were asked a number of questions that invited free text responses. These questions looked to explore the general themes of what they imagined our spaces, houses and lives would be like if we collectively tackled climate change.

What would be different in our shared spaces (green spaces, seafront, town centre)?

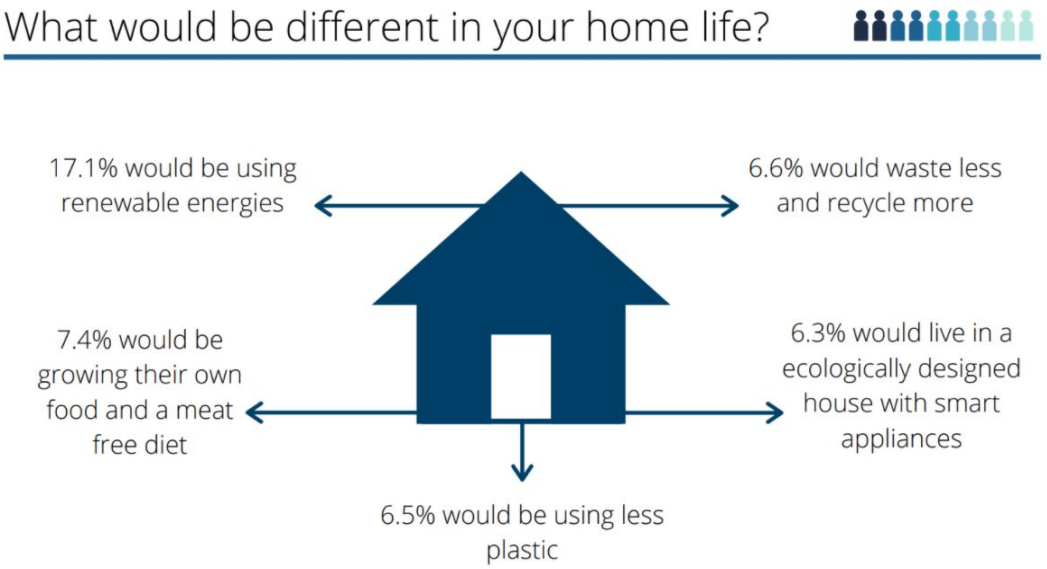
The first question looked at what would be different in our shared spaces if we managed to tackle climate change collectively. The responses are shown below:


What would be different in our shared spaces?
There will be less cars and areas will be pedestrianised with only greener vechicles and bikes on the roads
15.6%
There will be no waste on the streets and beaches. There will be more bins in public spaces including recycling bins
12.2%
There will be more green spaces and play areas
10.2%
There will be more trees and flowers being planted. Verges will be left to grow wild
10%
There will be more cycling and people walking place with designated routes
9.4%

There were many different ideas about what would be different in our shared spaces but a few key themes came out of the data, including:

- Transportation
    - Less traffic with greener vehicles and cycling and walking actively encouraged
    - Access to more cycle paths and pedestrianised areas.
    - More greener and affordable public transport affordable.
- Wildlife and biodiversity
    - More green areas, picnic areas and play areas.
    - More encouragement for wildlife with tree planting and animal bridges.
    - Community-led public growing spaces for fruit and vegetables.
- A cleaner environment
    - Wind and solar generators on street furniture
    - More recycling points and litter bins.
- Sustainable local businesses
    - Incentives for local businesses such as repair shop/cafes and recycling of clothing

What would be different in our home life?


What would be different in your home life?
17.1% would be using renewable energies
6.6% would waste less and recycle more
7.4% would be growing their own food and a meat free diet
6.3% would live in a ecologically designed house with smart appliances
6.5% would be using less plastic

Respondents were asked about how their home life would be different if we tackled climate change. As with shared spaces there were lots of different responses but some clear themes, including:

- Renewable energy and energy efficient homes
- Increased recycling
- Growing food with access to community orchards and allotments
- Increased nature and wildlife
- A better work life balance

What would be different in our community life?

Again, respondents were asked about how community life would be different if we collectively tackled climate change.

The main theme that came out in this question was:

- A stronger sense of community.
- Being better connected.
- Working together for a better future.

Ten words to describe how the world would be different.

In the final question, all respondents were invited to give up to 10 words that described how Adur and Worthing would be different if we collectively tackled climate change. These words were used to create a word cloud showing the most popular responses:

spaces
green
areas
cars
town
food
centre
bikes
litter
parks
free
sea
wild
beach
air
safe
solar
large
better
bins
waste
natural
outdoor
built
open
new
energy
life
thriving
everyone
focus
work
water
fewer
accessible
active
single
play
planted
school
grass
paths
services
home
greener
rain
river
trees
verges
repair
bus
buses
cafes
facilities
railway
station
low
old
social
enjoy
outside
quieter
birds
bees
hubs
access
happier
leisure
selling
chains
young
zones
routes
possible
fruit
living
exercise
diverse
fresh
groups
villages
based
surrounding
solutions
stations
dreams
disabled
lighting
learning
including
orchards
repaired
owned
bus
office
long
time
city
zero
regular
carbon
linked
families
good
available
function
designed
schemes
bigger
marine
respect
consumption
help
easy
working
drive
budget
dining
dining
dining

There are still some issues around the cost of some of the environmentally friendly options and the availability and the ease of access to these. Finding out how and where to access environmentally friendly options seems to be a barrier.

This survey was presented to the Climate Assembly to inform them of the wider opinions and current actions of residents of Adur and Worthing.

This will help inform them as they work up their recommendations of what we should do to respond to the questions set for them by Adur & Worthing Councils:

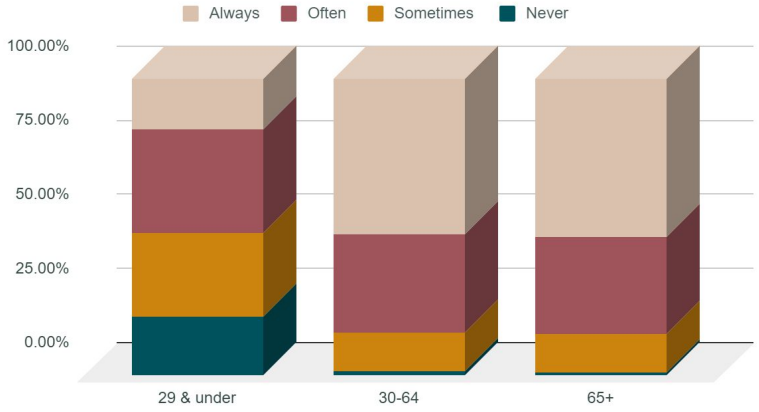
“How can we in Adur and Worthing collectively tackle climate change and support our places to thrive? What does this mean for the way we live and for our local environment?”

Follow the hashtag #AWClimateAssembly on social media to keep up to date with news about the Climate Assembly.

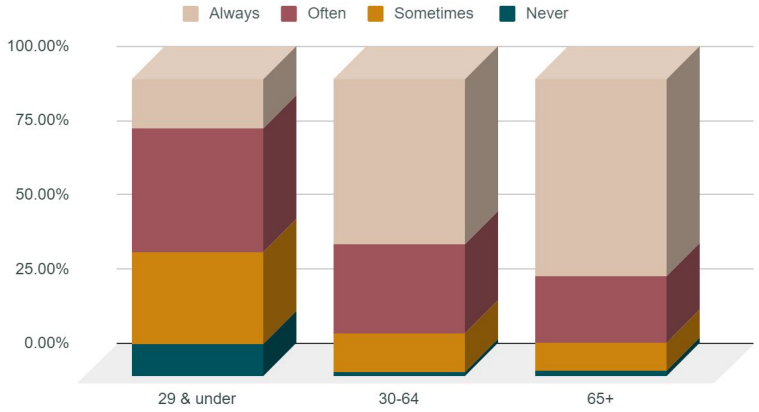
Appendix One - full survey results

Tackling climate change in the home

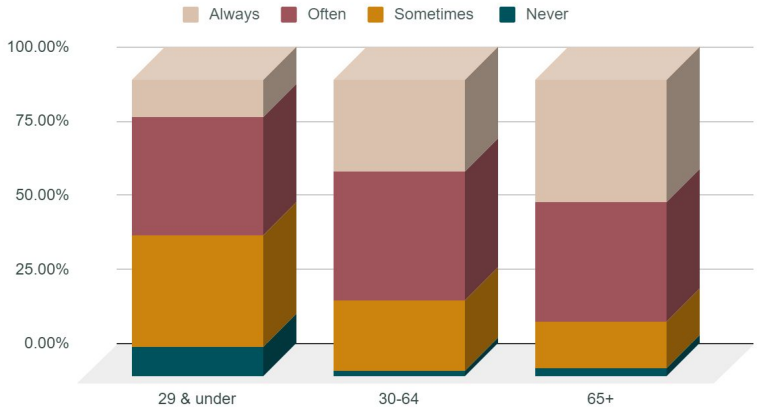
I try to turn lights and appliances off when not in use.



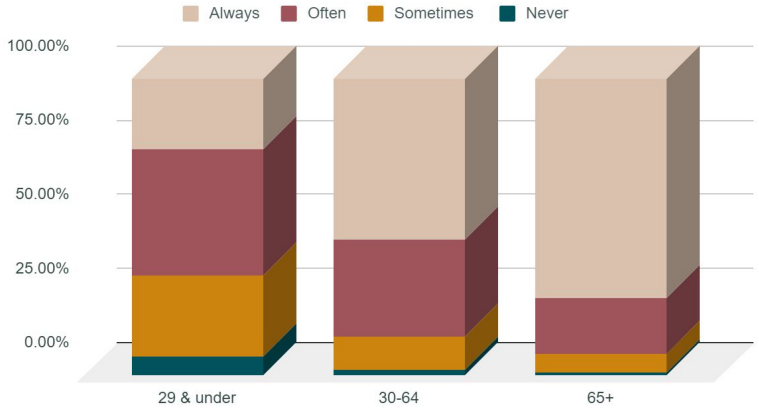
I reduce the amount of waste I throw away



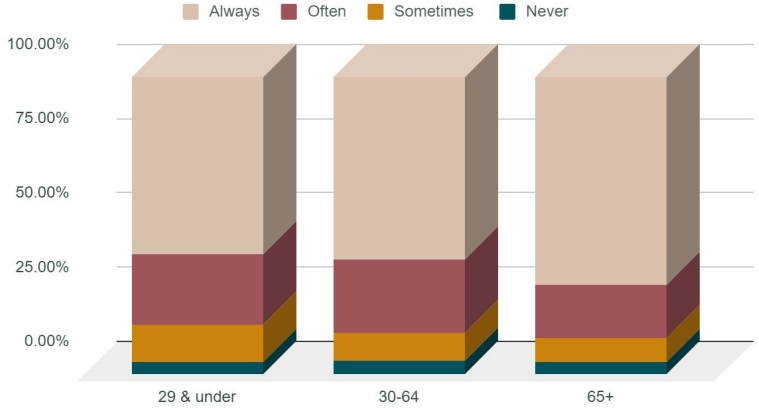
I reuse and repair things



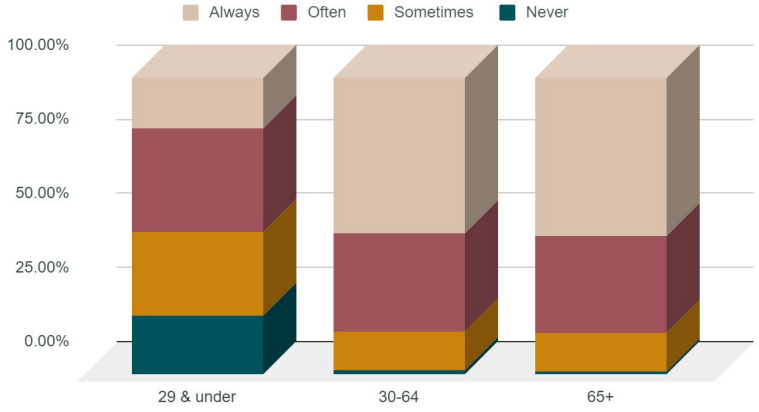
I reduce the amount of food I throw away



I shower instead of taking a bath

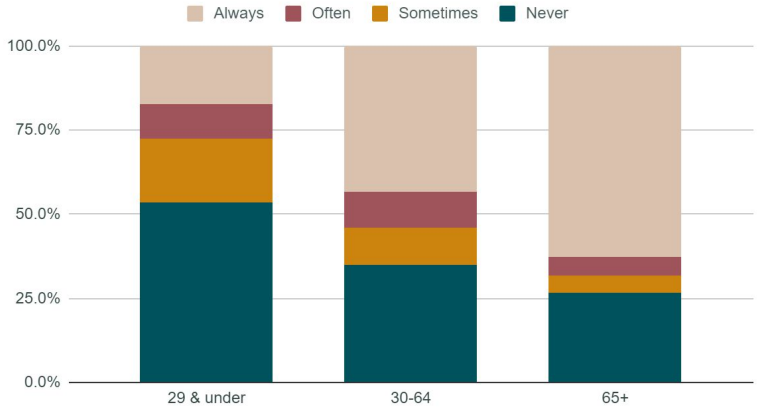


I am careful about using my heating

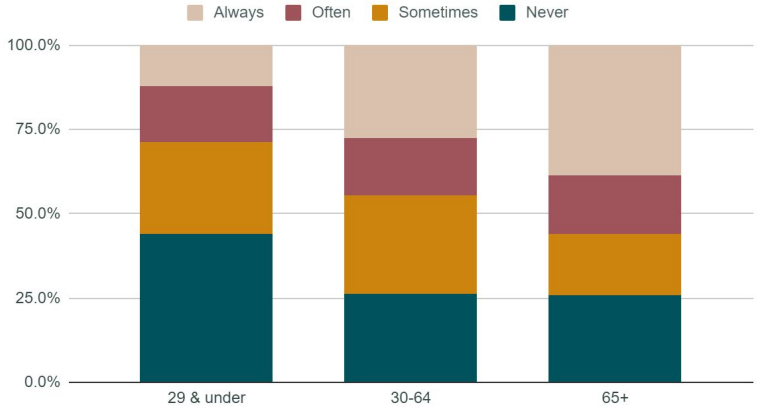


Climate change in the garden

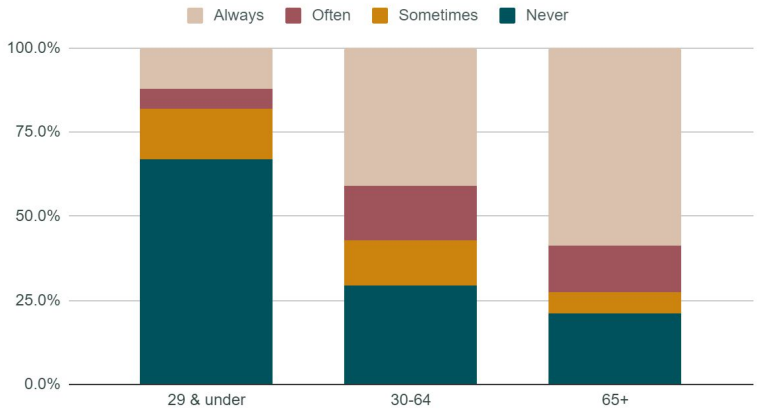
I compost my own food and garden waste



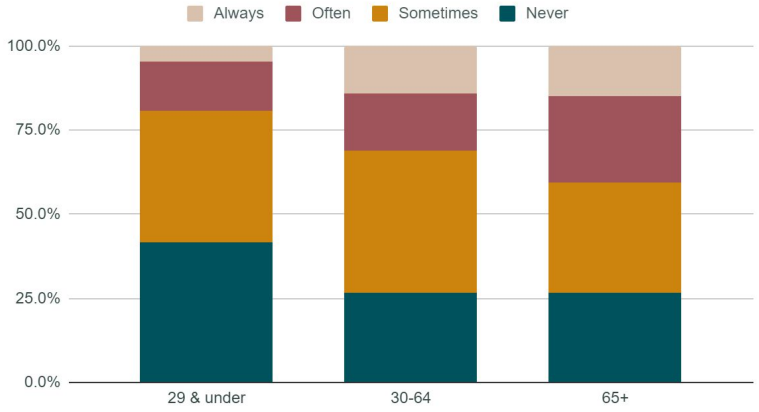
I have planted a tree/trees in my garden



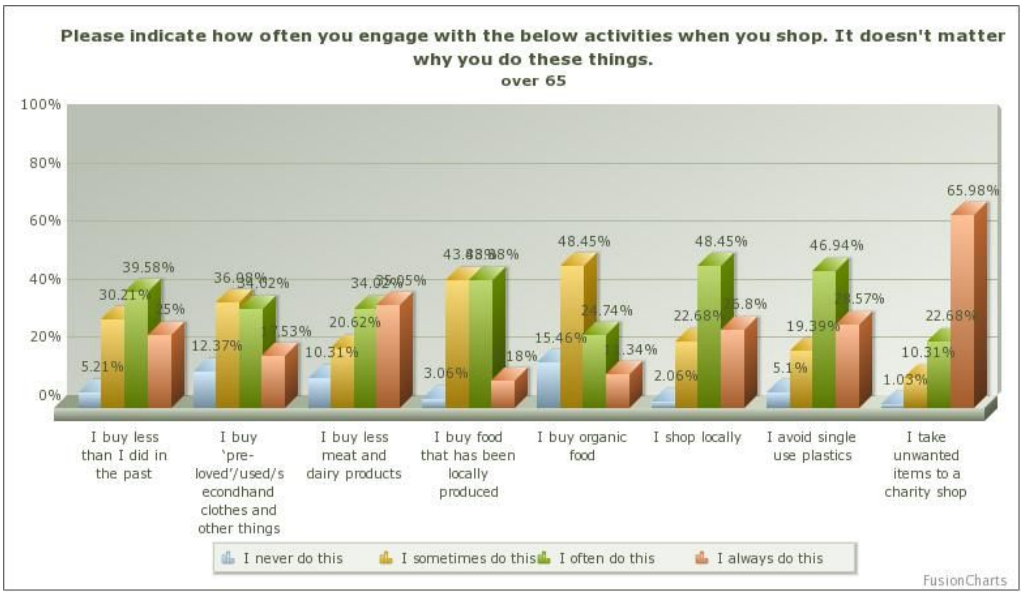
I collect rainwater for watering and other uses

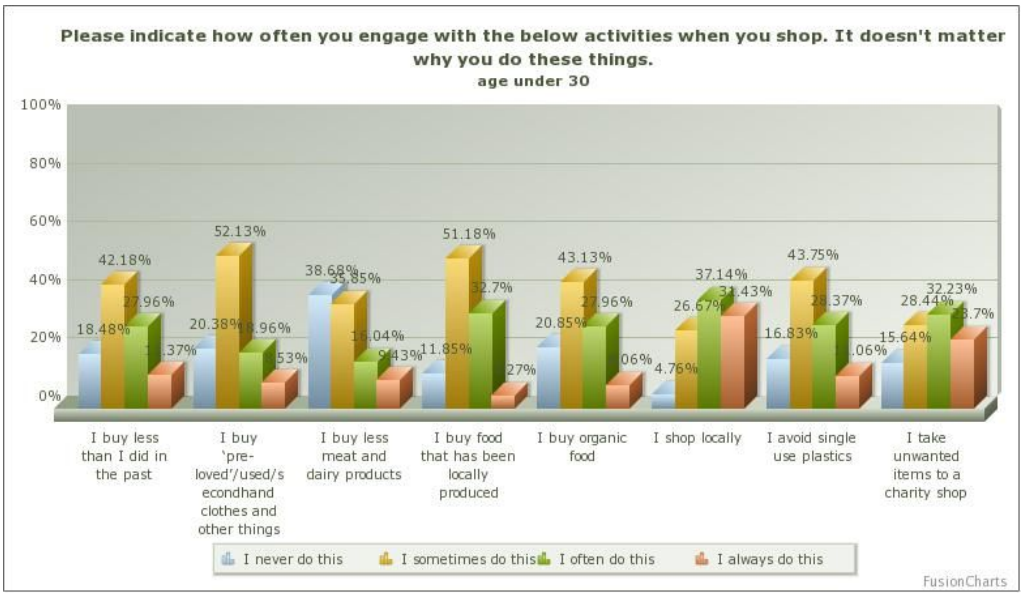


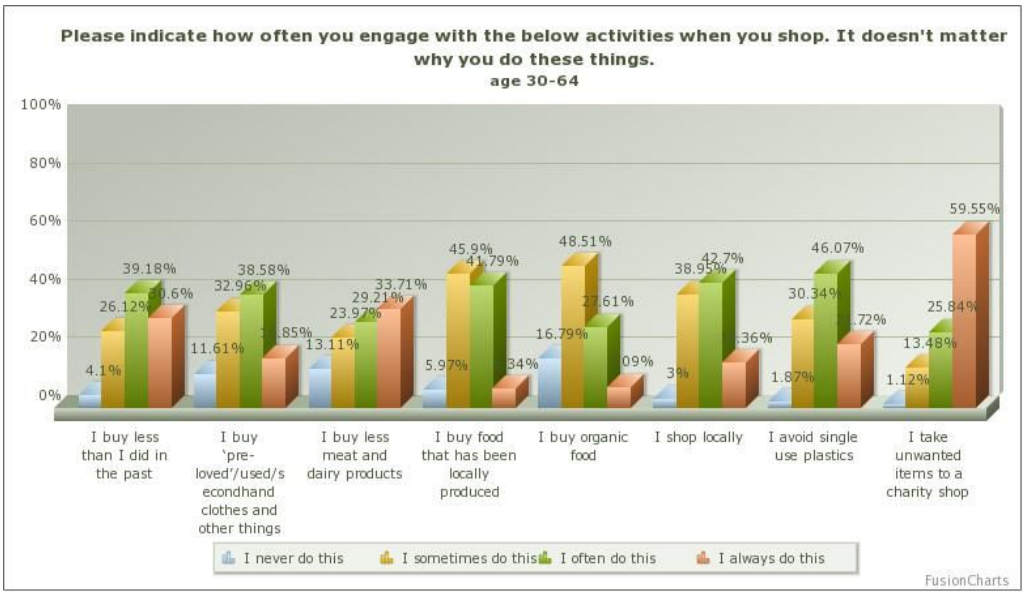
I grow my own food



Climate change and shopping habits







Climate change and travel